

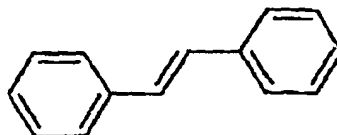
Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Cancel Claims 1-32 as amended in the International Preliminary Examination Report.

33. (New) A method for improving or enhancing the appearance of the teeth, in particular for whitening of the teeth, which method comprises application to the teeth of a dental composition comprising a fluorescent whitening agent selected from derivatives of stilbene having the following chromophore system:

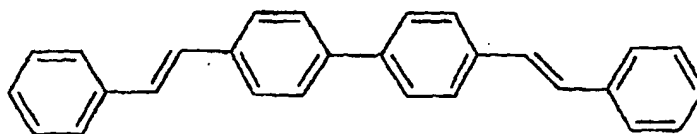


as the sole tooth whitening agent in the composition, or with one or more additional tooth whitening agents selected from

- a) abrasive agents effective in physically removing stains from the tooth enamel;
- b) chlorite oxidising or bleaching agents;
- c) enzymatic systems; and
- d) chelating agents;

and a dentally acceptable diluent or carrier.

34. (New) A method for improving or enhancing the appearance of the teeth, in particular for whitening of the teeth, which method comprises application to the teeth of a dental composition comprising a fluorescent whitening agent selected from bis-styrylbiphenyl compounds having the following chromophore system:

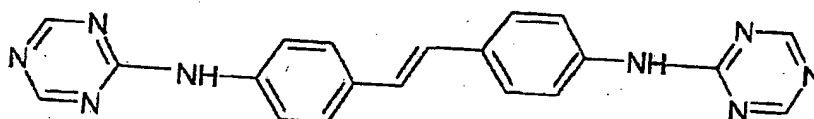


and a dentally acceptable diluent or carrier, optionally with an additional tooth whitening agent.

35. (New) A method as claimed in claim 33, wherein the composition is formulated as a toothpaste, mouthrinse, toothgel, tooth paint or dental gel.

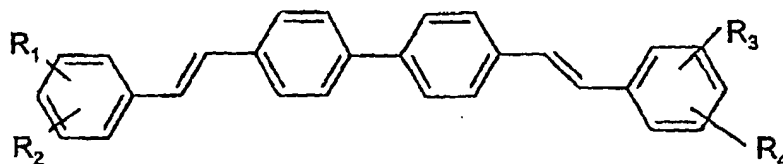
36. (New) A method as claimed in claim 33, wherein the fluorescent whitening agent absorbs light of wavelength less than 380nm and re-emits light in the wavelength range 400nm to 450nm.

37. (New) A method as claimed in claim 33, wherein the fluorescent whitening agent is selected from bis-triazineamine derivatives of compounds having the following chemical backbone:



38. (New) A method as claimed in Claim 33, wherein the fluorescent whitening agent is selected from the group consisting of disodium 4,4'-bis[(4-anilino-6-morpholino-1,3,5-triazin-2-yl)amino]stilbene-2,2'-disulfonate, disodium 4,4'-bis[[4-anilino-6-(N-methyl-N-2-hydroxyethyl)amino-1,3,5-triazin-2-yl] amino]stilbene-2,2'-disulfonate, and disodium 4,4'-bis[(4-anilino-6-methylamino-1,3,5-triazin-2-yl)aminostilbene-2,2'-disulfonate.

39. (New) A method as claimed in Claim 34, wherein the fluorescent whitening agent is a bis-styrylbiphenyl compound of the general formula:



in which  $R_1$  is  $-\text{SO}_3\text{M}$  and  $R_2$ ,  $R_3$  and  $R_4$ , which may be the same or different, are selected from  $R_5$ ,  $-\text{SO}_3\text{M}$ , halogen (particularly Cl),  $-\text{CN}$ ,  $-\text{OC}(=\text{O})\text{R}_5$ ,  $-\text{OOR}_5$ ,  $-\text{SO}_2\text{N}(\text{R}_5)_2$  and  $-\text{CON}(\text{R}_5)_2$ , wherein  $R_5$  represents hydrogen or  $\text{C}_{1-8}$  alkyl and M represents hydrogen or a Group I metal, eg Na, K or Li.

40. (New) A method as claimed in Claim 39, wherein  $R_3$  is the same as  $R_1$ , and  $R_2$  and  $R_4$  are the same and are selected from  $R_5$ , halogen,  $-\text{CN}$ ,  $-\text{OC}(=\text{O})\text{R}_5$ ,  $-\text{OOR}_5$ ,  $-\text{SO}_2\text{N}(\text{R}_5)_2$  and  $-\text{CON}(\text{R}_5)_2$ .

41. (New) A method as claimed in Claim 40, wherein the fluorescent whitening agent is 4,4'-bis(2-sulfo styryl)biphenyl or a salt or other soluble derivative thereof.

42. (New) A method as claimed in Claim 41, wherein the fluorescent whitening agent is disodium 4,4'-bis(2-sulfo styryl)biphenyl.

43. (New) A method as claimed in claim 33, wherein the concentration of fluorescent whitening agent in the composition is less than 1,000 ppm.

44. (New) A method as claimed in Claim 43, wherein the concentration of fluorescent whitening agent in the composition is in the range 50ppm to 500ppm.

45. (New) A method as claimed in Claim 43, wherein the concentration of fluorescent whitening agent in the composition is less than 100ppm.

46. (New) A method as claimed in Claim 45, wherein the concentration of

fluorescent whitening agent in the composition is in the range 5ppm to 50ppm.

47. (New) A method as claimed in claim 33, wherein the method further comprises the application of an additional tooth whitening agent.

48. (New) A method as claimed in Claim 47, wherein application of the additional tooth whitening agent is simultaneous with application of the fluorescent whitening agent.

49. (New) A method as claimed in Claim 47, wherein the composition comprises an additional tooth whitening agent.

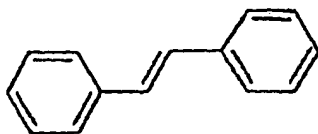
50. (New) A method as claimed in Claim 34, wherein the composition comprises a bleaching agent as an additional tooth whitening agent.

51. (New) A method as claimed in Claim 50, wherein the bleaching agent is a peroxide.

52. (New) A method as claimed in Claim 51, wherein the peroxide is hydrogen peroxide or a compound that generates hydrogen peroxide in use.

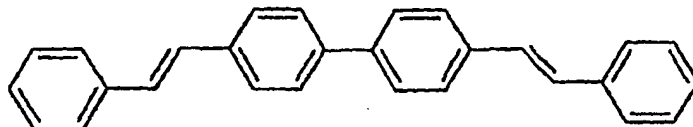
53. (New) A method as claimed in Claim 50, wherein the bleaching agent is a chlorite bleaching agent.

54. (New) A method for improving or enhancing the appearance of the teeth, in particular for whitening of the teeth, which method comprises application to the teeth of a dental composition comprising a fluorescent whitening agent selected from the group consisting of derivatives of stilbene having the following chromophore system:



and an additional tooth whitening agent wherein the method comprises the sequential application to the teeth of the additional tooth whitening agent followed by the fluorescent whitening agent.

55. (New) A method as claimed in claim 54, wherein the fluorescent whitening agent compounds have the following chromophore system:



56. (New) A method as claimed in Claim 54, wherein the additional tooth whitening agent is a bleaching agent.

57. (New) A method as claimed in Claim 56 wherein the bleaching agent is a peroxide.

58. (New) A method as claimed in Claim 57, wherein the peroxide is hydrogen peroxide or a compound that generates hydrogen peroxide in use.

59. (New) A method as claimed in claim 54, wherein one or more applications of the additional tooth whitening agent precede application of the fluorescent whitening agent.

60. (New) A method as claimed in claim 54, wherein the fluorescent whitening agent is selected from the group consisting of disodium 4,4'-bis(2-sulfostyryl)biphenyl, 4,4'-bis(2-sulfostyryl)biphenyl, disodium 4,4'-bis(3-sulfo-4-chlorostyryl)biphenyl, disodium 4,4'-bis[(4-anilino-6-morpholino-1,3,5-triazin-2-yl)amino]stilbene-2,2'-disulfonate, disodium 4,4'-bis[(4-anilino-6-(N-methyl-N-2-hydroxyethyl)amino-1,3,5-triazin-2-yl)amino]stilbene-2,2'-disulfonate, and disodium 4,4'-bis[(4-anilino-6-methylamino-1,3,5-triazin-2-yl)amino]stilbene-2,2'-disulfonate.

61. (New) A method as claimed in claim 54, comprising a first stage in which the additional tooth whitening agent is applied by a dental surgeon, and a second stage in which the fluorescent whitening agent and the additional tooth whitening agent are applied, simultaneously or sequentially, by the patient.

62. (New) A method as claimed in claim 61, wherein in the first stage the additional tooth whitening agent is applied first, followed by a fluorescent whitening agent.

63. (New) A method as claimed in claim 60, wherein in the second stage, the additional tooth whitening agent and the fluorescent whitening agent are applied simultaneously.